

Sports Travel News

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Winter Sports

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70,000 expected to attend Winter Dew Tour in Snowbasin, Utah in 2010

Snowbasin in Utah has been selected to host the second leg of the second Winter Dew Tour from January 15-17, 2010.

The Tour showcases the best winter sports competitors from freeskiing (slopestyle and superpipe) and snowboarding (slopestyle and superpipe). Utah Sports Commission CEO and president Jeff Robbins has estimated that the event will have an approximate \$5million economic impact for the state and a crowd of 70,000.

The Summer Dew Tour in Salt Lake City last year drew a crowd of almost 64,000 people - the largest ever for the Dew Tour.



ESPN and CANAL+ Events announce Winter X Games Europe for March 2010 in Tignes, France

ESPN, CANAL+ Events and Tignes Ski & Snowboard Resort will launch the first Winter X Games Europe from March 10-12, 2010. The event will be the first Winter X Games held outside the United States.

There will be eight different competitions over three days, including Ski and Snowboard SuperPipe and Slopestyle for men and women as well as a Snowmobile demonstration. With a total of 30,000 hotel beds on offer in Tignes, organisers are hopeful of a fully-booked event.

* [SEE THE CHILL-OUT ZONE FOR MORE ON TIGNES](#) [CLICK HERE](#)



Ski tour operator Erna Low looks towards the challenges facing the industry and previews the season ahead



The future of the ski industry is becoming less and less certain while the economy moves further into the recession. With a big question mark over how tour operators will fare next winter, UK ski tour operator Erna Low has conducted several studies on why clients changed their holiday habits.

Notable changes in habit include: choosing less expensive departure dates; opting for self catering packages rather than a catered chalet holiday; a preference to self drive; heading for less expensive resorts with good quality accommodation.

Looking at the winter season ahead, Joanna Yellowlees-Bound, CEO of Erna Low said: "Skiers have enjoyed excellent prices this season and have scooped up some considerable bargains, but next year is going to be different, and skiers need to be aware of this. Last year the major tour operators and chalet companies did not see the crunch coming, and were badly burnt. They took large bed guarantees and they had to sell, come what may. The only way to do this was to slash their prices.

"Next season will be very different - greater caution amongst operators and far fewer bed guarantees will result in reduced capacity all round. But this isn't death to the next ski season - it's a simple case of good housekeeping to ensure survival."

See the [Erna Low ski holidays](#) website.

197,000 ski at Kravac in Slovenia



The Slovenian ski centre of Krvavec received more than 197,000 visitors in the 141 days of the 2008/09 skiing season.

Krvavec received 13% fewer visitors than in the 2007/08 skiing season, and the ski centre operated for seven fewer skiing days this season. The cable car to Krvavec will also operate daily during the summer season, from June 13 onwards. See www.slovenia.info



Canadian Tourism Commission revamps website ahead of Vancouver 2010

With a special focus on the upcoming 2010 Winter Games in Vancouver, the Canadian Tourism Commission (CTC) has revamped its website. The site rotates the background homepage pictures throughout the year to show Canada during all four seasons.

"We wanted to make it strong visually, to make it topical and - above all - to make it about Canada," says Michelle Pentz Glave, CTC news editor. "The improved site is now simple, clean and intuitive to navigate." Julie Ovenell-Carter, in charge of 2010 Winter Games story ideas and principal Tweeter for CTC, led the improvements project for the site. See www.canadatourism.com



Make money out of snow - Ski Republic offers global ski-hire franchises

Ski Republic has come up with the latest way to make a living out of winter sports.

For the first time, the company, which has revolutionized ski hire in the Alps, is offering 'Ski Republic' franchises, available to those simply with a business head as well

as to those with a passion for winter-sports. But CEO Mike de Souza warns: "This isn't for someone with a ski habit who wants to make a bit of money on the side. We're looking for people who share our values and who can use their skills to make a serious business on the back of our success."

Ski Republic, who now have 27 ski hire shops in the French Alps claim that people who share their core values of 'quality of service, equipment, training, marketing and management' will be most likely to be granted a franchise and maintain that there's no need for franchisees to be life-long skiers.

For further details about franchising opportunities, see www.franchise.ski-republic.com



Ski.com launches Summer Mountain Travel

Ski.com, North America's largest provider of mountain vacations, has launched Summer Mountain Travel, a one-stop shop for travellers looking for hassle-free mountain vacations in the spring, summer and fall.

By visiting www.summermountaintravel.com sports tourists are able to customise a summer vacation package that can include discounted lodging, air, ground transportation, event tickets and activities.

Colorado, Wyoming, Utah, Idaho, California, British Columbia and Alberta provide unrivaled scenery, low humidity and comfortable temperatures perfect for festivals and endless ways for everyone to embrace the outdoors. Visitors enjoy activities like hiking, biking, whitewater rafting, Jeep tours, scenic gondola and chairlift rides, hot springs pools, fishing, alpine slides, mountain biking and golf.

For more information about Summer Mountain Travel and the vacation packages it offers, see www.summermountaintravel.com or call 800-556-7547.



Golden City Rentals launches innovative accommodation search service for Vancouver 2010 Winter Olympics

Golden City Rentals has announced its new Unique Matchmaking for 2010 Rentals and Accommodation service, a web-based tool designed to connect individuals planning to visit Vancouver during the Vancouver 2010 Olympic Games with local homeowners seeking to rent their properties during the February 2010 event.

For more information about Golden City Rentals see goldencityrentals.com

